



# SPONSORSHIP PROPOSAL



## OUR STORY

Launched in 1988, Journey of Hope is a cross-country bicycle event coordinated by The Ability Experience. Comprised of three different routes, the teams begin in Seattle (TransAmerica), San Francisco (North) and Los Angeles (South) and finish together with all teams in Washington, D.C., Journey of Hope covers 32 different states, cycling over 12,000 miles combined. The purpose of Journey of Hope is to increase awareness for people with disabilities and educate the future leaders of today and tomorrow, all while raising valuable funds to support local organizations that serve people with disabilities. It is solely comprised of members of Pi Kappa Phi and continues to spread a message of acceptance and understanding for people with disabilities. From the inaugural team of twenty-one team members raising \$20,000, the team has since expanded into three different routes with a combined 100 Pi Kappa Phi members raising over \$500,000 annually for The Ability Experience.

## CONTACT

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# JOURNEY OF HOPE SPONSORSHIP PROPOSAL



## IN-KIND OFFICIAL SUPPLIER

The Ability Experience accepts in-kind sponsorships for a variety of goods and services. These sponsorships are negotiated on a case by case basis. In-kind sponsors receive sponsorship level equivalent to 60% of the retail price of their donation (Ex. \$10,000 donation earn a \$6,000 sponsorship level) but at full retail value for sponsoring companies' tax purposes.

In-kind sponsors receive similar benefits to cash sponsors listed on this proposal. The sponsorship levels include:

- TITLE \$50,000
- GOLD \$30,000
- SILVER \$15,000
- BRONZE \$5,000
- CONTRIBUTING \$3,000

SPONSORSHIP LEVEL	PRESENTING \$100,000	GOLD \$50,000	SILVER \$25,000	BRONZE \$10,000	CONTRIBUTING \$5,000
<b>Customized Sponsorship</b>	★	★			
Opportunity for customized event integration to meet business goals					
<b>Use of Marks</b>	★	★			
"Official Sponsor of Journey of Hope" designation					
Opportunity to use The Ability Experience logo for promotional purposes subject to appropriate approvals	★	★	★	★	★
<b>Public Relations</b>	★	★	★	★	★
Logo recognition on The Ability Experience website, including a hyperlink bringing visitors directly to your website					
Recognition in select event promotion (i.e. radio, TV, newspaper, Internet)	★	★	★	★	★
Recognition in The Ability Experience Annual Report	★	★	★	★	★
<b>Event Integration</b>	★	★			
Premium placement of company banners at route starts and at arrival in Washington, D.C. (provided by company)					
Logo placement on official Journey of Hope jersey worn by all riders	★	★	★	★	★
Logo placement on Journey of Hope t-shirts worn by all riders and volunteers	★	★	★	★	★
Logo placement on Journey of Hope Signage	★	★	★	★	★
Logo placement on Journey of Hope vehicles	★	★	★	★	★
Opportunity to display products, product sampling, coupon disbursement, or giveaways at stops in various U.S. cities and at the Journey of Hope arrival in Washington, D.C.	★	★	★	★	★
Ride Along opportunities for your staff to participate across the country	★	★	★	★	★
Open invitation for friends, family and employees to arrival celebration in Washington, D.C. (subject to capacity limits)	★	★	★	★	★
<b>Journey of Hope Arrival</b>	★	★	★	★	★
Company recognition at the Journey of Hope awards ceremony in Washington, D.C.					
Tickets to the Journey of Hope awards ceremony in Washington, D.C.	8	6	4	2	
Tickets to the VIP Family and Friends reception in Washington, D.C.	8	6	4	2	
Complimentary rooms at the host hotel in Washington, D.C.	4	3	2		